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Studies in the Creative Process

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February 20, 1978

Professor Joshua Lederberg
Department of Genetics
Stanford University School of Medicine
Stanford, Calif. 94305

Dear Professor Lederberg:

Your question about whether I had published since 1974 made me think that I may not have sent you a copy of the enclosed article ("Homospatial Thinking in Creativity") containing a reference (anonymous) to something you had told me in our interview. If that is so or--equally problematic--if the mails were perfidious, please accept my apologies. I would very much appreciate your comments, both on the reference and the article as a whole, if you care to give them--even at this later date.

I have also enclosed a reprint of an article updating an earlier one on Janusian thinking that you did see. In this updated article, I include some new material on Einstein's creation of the General Theory of Relativity. As I know you are especially interested in Einstein, I thought you might want to see this one. In a book I have recently completed (The Emerging Goddess: The Creative Process in Art, Science and Other Fields, to be published by Princeton University Press), I assess the Einstein material more fully and put it into a general context of scientific creation.

Recently, I have been carrying out some experiments (involving group differences among creative subjects exposed to experimental stimulus conditions) focused especially on the Homospatial thinking hypothesis. It is these, and some other types, that I have been interested in carrying out at Rockefeller University. I have been exploring ways of constructing such a project with Rodney Nichols but so far I have not been able to clarify my own methodology and goals enough to move ahead. At this point, I certainly share your enthusiasm for Mr. Nichols, he is exceptionally well suited for the position he holds.

Professor Joshua Lederberg
Stanford University School of Medicine

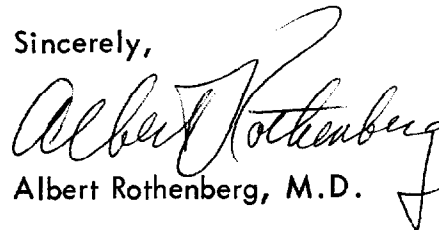
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Yes, optimization of the setting for scientific creativity would seem to be one of your most crucial tasks, and Rockefeller seems ideally responsive to such a goal. If there is any way in which I personally can be of use in this endeavor, I would be most happy to do so.

With best personal wishes,

Sincerely,

A handwritten signature in cursive script that reads "Albert Rothenberg". The signature is fluid and elegant, with a large initial 'A' and a long, sweeping underline.

Albert Rothenberg, M.D.

AR:ml
Enc.

P.S. I have, since 1974, also published some other works that might be of interest to you:

Rothenberg, A. and Greenberg, B. The Index of Scientific Writings on Creativity: General, 1566 - 1974. Hamden, Conn.: Archon Books, 1976.

Rothenberg, A. and Hausman, C. R. The Creativity Question. Durham, N.C.: Duke University Press, 1976.